

**CUSTOMER PERCEPTION AND BEHAVIORS OF FAST FOOD RESTAURANTS:  
A CASE STUDY OF RADIX FRIED CHICKEN SDN. BHD. (RFC)**

**By**

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**A thesis submitted to the College of Business in full fulfillments of the requirements for the  
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STUDY OF RADIX FRIED CHICKEN SDN. BHD. (RFC)**

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## **ABSTRACT**

This study aimed to investigate customer demographic relationship between customer perceptions and customer behavior through service marketing mix (7P's). This study was also conducted based on theories of perception and behavior of customers that have been formed as a result of previous studies.

This study uses quantitative methods involving 400 customers who have enjoyed the RFC products. A simple random sampling group data was statistically delineated through frequency, percentage, mean, standard deviation, t-test, f-test and chi-square test.

The main finding of the study examines how the differences of demographic have differences in customer behavior and customer perception. At the end, the result show that the some demographic have relationship among behavior and perception.

## ABSTRAK

Penyelidikan ini bertujuan untuk mengetahui hubungan antara demografi pelanggan dengan persepsi pelanggan dan tingkahlaku pelanggan melalui percampuran pemasaran (7P's). Penyelidikan ini juga dilakukan berdasarkan teori-teori persepsi dan tingkahlaku pelanggan yang sediaada dari kajian sebelumnya.

Penyelidikan ini dilakukan dengan menggunakan kaedah kuantitatif yang melibatkan 400 soal jawab diberikan kepada responden atau pelanggan yang telah menikmati produk di RFC Restoran. Kaedah *random sampling group* secara statistik digambarkan melalui frekuensi, peratusan, purata, standard deviasi, *t-test*, *f-test* dan *chi-square test*.

Penemuan yang terhasil dari kajian ini menunjukkan bagaimana kajian yang dilakukan terhadap perbezaan demografi mempunyai perbezaan dalam tingkahlaku pelanggan dan persepsi pelanggan. Pada akhirnya, keputusan kajian menunjukkan bahawa beberapa demografi pelanggan mempunyai hubungan antara tingkahlaku dan persepsi.

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## TABLE OF CONTENTS

Title	Page
Title Page	i
Permission to use	ii
Abstract	iii
Abstrak	iv
Acknowledgements	v
Table of Contents	vi - ix
List of Tables	x
List of Figures	xi
List of Appendices	xii

### CHAPTER 1: INTRODUCTION

1.1	Introduction	1
1.2	Background of the Study	1 - 4
1.3	Problem Statement	4 - 6
1.4	Research Questions	6 - 7
1.5	Research Objectives	7
1.6	Definition of Key Terms	7 - 8
1.7	Significance of the Study	8 - 9
1.8	Organization of Remaining Chapters	9 - 10

## **CHAPTER 2: LITERATURE REVIEW**

2.1	Introduction	11
2.2	The Related Theories	11
2.2.1	Consumer Behaviors	11
	<i>2.2.1.1 Definition</i>	11
	<i>2.2.1.2 The Important of Consumer Behavior</i>	12
	<i>2.2.1.3 Model of Nature of Consumer Behaviors</i>	12 - 14
	<i>2.2.1.4 Model of Stages in Consumer Decision Making and Evaluation of services</i>	14 - 18
2.2.2	Consumer Perception	18
	<i>2.2.2.1 Definition and Important</i>	18 - 19
	<i>2.2.2.2 Model of Nature of Consumer Perception</i>	20 - 21
2.3	Segmenting Consumer Markets	21 - 22
2.4	Marketing Positioning	22 - 23
2.5	Marketing Strategy	23
	2.5.1 Marketing Strategy for Service Firms	23
	2.5.2 Service Marketing Mix	24
	<i>2.5.2.1 Traditional Marketing Mix</i>	24
	<i>2.5.2.2 Expended Mix for Services</i>	24
2.6	Theoretical Framework	25 - 26



### **CHAPTER 3:        METHODOLOGY**

3.1	Introduction	27
3.2	Research Design	27
3.3	Type of Study	27
3.4	Population	27 - 28
3.5	Sampling Frame	28 - 29
3.6	Research Measurement	29 - 30
3.7	Research Instrument	30 - 31
3.8	Pretest and test reliability	31 - 33
3.9	Data Collection Method	33
3.10	Statistics	34

### **CHAPTER 4:        FINDINGS**

4.1	Introduction	35
4.2	Customer's Demographic Data	35 - 38
4.3	Customer's Behaviors Data	38 - 41
4.4	Customer's Perception to Consume at RFC Restaurants	41 - 43
4.5	The Hypotheses result	43 - 65

### **CHAPTER 5:        DISCUSSION AND CONCLUSION**

5.1	Discussion	66 - 67
5.2	Relationship Between Demographic and Customer Behavior	67
5.2.1	Gender	67

5.2.2	Age	67
5.2.3	Nationality	68
5.2.4	Education Level	68
5.2.5	Income Level	68 - 69
5.3	Market Segmentation	69
5.3.1	Target Market	69 -70
5.3.2	Marketing Mix for Service Industry (7P's)	70 - 71
	<i>5.3.2.1 Product Strategy</i>	71
	<i>5.3.2.2 Price Strategy</i>	71
	<i>5.3.2.3 Promotion Strategy and Place Strategy</i>	71 - 72
	<i>5.3.2.4 People Strategy</i>	73
	<i>5.3.2.5 Physical Evidence</i>	73
	<i>5.3.2.6 Process Strategy</i>	73
5.4	Conclusion	74
	5.4.1 General Demographic	74
	5.4.2 Customer Behaviors	74
5.5	Recommendation	75
5.6	Limitation of Study	76
5.7	Suggestion of Study	76
<b>REFERENCES</b>		77 - 80
<b>APPENDICES</b>		81 - 87

**LIST OF TABLES**

Table 1: Kedah Populations 2000-2010
Table 2: Validity Instrument (Customer Perception IV) by Cronbach
Table 3: Size of the Coefficient of Correlation Interpretation
Table 4: Nationalities describe in frequency and percentage
Table 5: Respondents behavior by information search in frequency and percentage
Table 6: Respondents behavior on day to visit in frequency and percentage
Table 7: Respondent’s behaviors in time to visit in frequency and percentage
Table 8: Respondent’s of food price spending in frequency and percentage
Table 9: Respondent’s behavior for time spending in frequency and percentage
Table 10: Respondents behavior of number of group people to visit in frequency and percentage
Table 11: Respondents behavior to re-visit in frequency and percentage
Table 12: The Overall Customer Perception Result by Mean and Standard Deviation
Table 13: Different in Perception Classified by Gender
Table 14: Difference in Perception Classified by Age
Table 15: Difference in Perception Classified by Nationality
Table 16: Difference in Perception Classified by Educational Level
Table 17: Difference in Perception Classified by Income per Month
Table 18: The relationship between gender and customer’s behaviors in information search
Table 19: The relationship between gender and customer’s behaviors in day to visit
Table 20: The relationship between gender and customer’s behaviors in time to visit
Table 21: The relationship between gender and customer’s behaviors in price food spending

Table 22:	The relationship between gender and customer's behaviors in time spending during consume
Table 23:	The relationship between gender and customer's behaviors in group people visit
Table 24:	The relationship between gender and customer's behavior in re-visits
Table 25:	The relationship between age and behavior in information search
Table 26:	The relationship between age and behavior in day to visit
Table 27:	The relationship between age and behavior in time to visit
Table 28:	The relationship between age and behavior in price food spending
Table 29:	The relationship between age and behavior in time spending
Table 30:	The relationship between age and behavior in number of group to visit
Table 31:	The relationship between age and behavior in re-visit
Table 32:	The relationship between education level and customer behavior in information search
Table 33:	The relationship between education level and customer behavior in day to visit
Table 34:	The relationship between education level and customer behavior in time to visit
Table 35:	The relationship between education level and customer behavior in price food spending
Table 36:	The relationship between education level and customer behavior in time spending
Table 37:	The relationship between education level and customer behavior in number of people in group to visit
Table 38:	The relationship between education level and customer behavior in revisit
Table 39:	The relationship between income per month and customer behavior in information search
Table 40:	The relationship between income per month and customer behavior in day to visit

Table 41: The relationship between income per month and customer behavior in time to visit

Table 42: The relationship between income per month and customer behavior in food price  
spending

Table 43: The relationship between income per month and customer behavior in time spending

Table 44: The relationship between income per month and customer behavior in number of  
people in group visit

Table 45: The relationship between income per month and customer behavior in revisit

## **LIST OF FIGURES**

Figure 1: The Nature of Consumer Behavior

Figure 2: Stages in Consumer Decision Making and Evaluation of Services

Figure 3: Information Processing for Consumer Decision Making

Figure 4: Theoretical Framework

**LIST OF APPENDICES**

Appendix 1: Questionnaire

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Introduction**

This chapter provides an overview of the study background, problem statement, objectives of the study, research questions and definition of the key terms used in this study. These are followed with discussion on the contribution of this study. Finally, this chapter ends with a discussion on the organization of remaining chapters.

### **1.2 Background of the Study**

Increasing personal income and urbanization of Malaysian population has created changes in the customers' lifestyle. Customers are demanding for more variety and quality of food they consumed and are increasingly exposed to western food cultures. Customers are also experiencing a busier pace of life and creating demand for more processed foods that are convenient to prepare rather than traditional cooking. These situations make the customers to choose fast-food products in the market. A fast-food restaurant is characterized as quick services of franchised restaurant chain, which supplied the food quickly after ordering and minimal service offering for dining and takeout facilities (Elliot and Reed, 1999). According to Gressel (2005), customers are generally price sensitive towards purchases of food, but those from the middle to high-income group are willing to pay more for the quality foods.

Based on the research conducted by ACNielsen Online Consumer Survey of fast food customers in Asia Pacific (2004), Malaysia was ranked second from the top 10 countries that



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